



● ● ● Webinar: Top User Engagement Strategies, October 8th ● ● ●

**WEBINAR TOPICS**

- **The First 100 Seconds**
- **Complimentary vs. Repetitive Content**
  - **Multimedia & Nonlinear Content**
- **Layers & Healthy Links**
- **Hyperlocal Strategies**

On Thursday, October 8, Broadcast Interactive Media, along with research expert, [Frank N. Magid Associates](http://www.frankmagid.com), will present a one-hour Webinar: **Top User Engagement Strategies**. This Webinar will be offered at *no cost* and we encourage you to invite others on your staff or at your company to participate.

To accommodate various time zones and schedules, the Webinar will be presented twice. Choose the session that best fits your day:

Session #1: 11am-Noon Eastern (10-11am Central, 9-10am Mountain, 8-9am Pacific)

Session #2: 3-4pm Eastern (2-3pm Central, 1-2pm Mountain, 12-1pm Pacific)

Space is limited! Register at <http://www.broadcast-interactive.com/webinar>

● ● ● BIM At Small Market TV Exchange, Oct 1-3 ● ● ●



Broadcast Interactive Media will be exhibiting at the [Small Market TV Exchange](http://www.smallmarkettvexchange.com) event, the only national meeting exclusively for broadcasters in DMAs 70+. BIM sales and marketing staff will be on-site in San Antonio, October 1-3. For more information or to set up a meeting or demo, contact Angela Wheaten at [awheaten@bimlocal.com](mailto:awheaten@bimlocal.com).

● ● ● E-Newsletters 2.0 Release ● ● ●

In early September, BIM unveiled a slate of e-newsletter options and upgrades, and our Traffic & Project Managers (TAPs) have been busy spreading the word. With the newsletter 2.0 release, stations may now generate one column newsletters, complex three column newspaper-style newsletters, and almost everything in-between!

Content can automatically pull from key sections (local news, sports, weather, etc.) or station staff may exercise more editorial control. BIM can also provide detailed reports that show which stories or content items are generating click-throughs to your website.

For all the details including examples of 2 column, 3 column and custom design e-newsletters, contact your TAP Manager or [info@bimlocal.com](mailto:info@bimlocal.com).



The screenshot shows a news website layout with a 'DIGITAL DAILY' header and '16:9 DIGITAL LOCAL NEWS WIDESCREEN' banner. The main content area is divided into three columns: 'Headlines' with a list of news items, 'Ex-Ball State Journalism Chairman Earl Conn Dies' with a photo of a person, and 'Weather' with a forecast. There are also 'Sports' and 'More News' sections.

● ● ● YouNews: Affiliate Launches & National Contests ● ● ●

Did you know that that 82% of American's buy Halloween candy, costumes or decorations? YouNews™ will be capturing all the spooky highlights with the national **Halloween Hijinks Contest**. Website visitors will soon be able to upload videos or photos for a chance to win one of four Canon PowerShot digital cameras in a cool shade of pumpkin-orange.

You still have time to **secure a local sponsor for the contest**, which runs 10/16-11/6. Visit <http://www.younewstv.com/promotions> for info & graphics.

The YouNews footprint recently expanded to include four stations in the West Virginia Media group: WBOY/Clarksburg, WOWK/Charleston, WTRF/Wheeling and WVNS/Beckley.

KNOP in North Platte, NE also launched, becoming the fifth Hoak Media station to join the YouNews family. Welcome to all new affiliates!

**MARK YOUR CALENDAR: YouNews™ National Holiday Lights Contest, December 14 to January 8**

● ● ● Out With the Old - bimedia Becomes bimlocal ● ● ●

As the leading provider of locally focused revenue and technical solutions, BIM recently updated our branding to better align with the "local" hub of our business. As of mid September, you may have noticed we're using a new bimlocal.com domain in staff email addresses. We've also updated our Twitter account to bimlocal (formerly bimpres). Staff email using the bimedia.net domain will continue to work and Twitter followers will auto-update. We feel this tweak to our branding reflects the overall direction of Broadcast Interactive Media.

**CONTACT US: [press@bimlocal.com](mailto:press@bimlocal.com)**